

**R. J. Reynolds**

Tobacco Company

R. A. TANCHYK  
Account Manager

5 Hemphill Place, Suite 220  
Ballston Spa, NY 12020  
(518) 899-6833

TO: Roger Farmer  
FROM: Rich Tanchyk  
DATE: January 5, 1996  
SUBJECT: Request for \$30 Pack Outlet Enhancement

Dear Roger,

I would like approval to use the enhancement plan in the following two chains:

1. Odessa Oil (16 locations) Will coexist with BAT. Chain has decided not to sign with PM. RJR will maintain Primary display position as well as enhanced signage in all locations. 12 locations will have level 2 contracts - 3 locations - level 1 (due to space) & 1 RA contract. Chain has a goal of opening 6 more locations in 1996. This is an A player.

2. Midway Oil (15 locations) Chain has made the decision to contract with only 2 players. PM will be one definite with either RJR or BAT. BAT has made an extremely lucrative RDA offer. Your approval would allow me to be more competitive with BAT's \$\$\$ & along with the RJR promotional "bundle" I believe I can save this chain. RJR, currently maintains healthy volumes at most locations. This is a B player.

If you need any more information or have any questions please advise.

Sincerely,

*Rich*

Rich Tanchyk

OK  

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RCF

*Emailed  
1/5/96  
4:50 pm*

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